

**MINUTES OF THE PROCEEDINGS
OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF JORDAN
IN THE COUNTY OF SCOTT
APRIL 20, 2021**

1.0 CALL TO ORDER

Present: Ryan Dahnert, Derek Nelson, Dr. Amanda Schuh, Shane Ahlbrecht

Absent: Jeremiah Monyok, Joe Spillman, Dr. Chuck Cook

Also Present: Nathan Fuerst, Planner/Economic Development Specialist; Tom Nikunen, City Administrator; Reeve Needham, Planning Intern; Jo Foust, Scott County CDA; Tim Zunker, Shakopee Chamber

Meeting called to order at 6:30 pm.

2.0 ADOPT AGENDA

Motion by Schuh, second Ahlbrecht to adopt the agenda. Vote all ayes. Motion carried 4-0.

3.0 APPROVAL OF MINUTES

A. March 16, 2021

Motion by Schuh, second Nelson to approve the minutes as presented. Vote all ayes. Motion carried 4-0.

4.0 NEW BUSINESS

A. Scott County CDA – First Stop Shop Presentation

Jo Foust from Scott County CDA presents the Fast Track Challenge. This was launched in 2017 as a business challenge. The eligibility is for businesses that are unincorporated or have incorporated within the last 5 years, and businesses located in or willing to locate in Scott County. The application is due August 31 and there is no fee to apply. After review, 5 finalists are chosen to pitch to a panel of judges. The prizes include professional services such as marketing, legal, web services etc. donated from sponsors, chamber membership, as well as cash funds. Last year, there was a Jordan business that was a finalist. CDA asks Jordan to spread the word to interested applicants, as well as those willing to sponsor the program. Overall, the program helps individuals work on their business and financial plan, gain feedback, and practice their pitch.

Ahlbrecht asks how past participants are doing today. Foust replies many have won national and local competitions for their products, and shown a steady revenue. Ahlbrecht asks how many businesses in Jordan are less than 5 years old. Foust replies that the MN SOS sends a list of newly incorporated businesses and a mailer is sent to them, and this list can be shared with the City. Nikunen replies that many may have a Jordan address but not necessarily located within the City.

B. Chamber Discussion – Shakopee Chamber of Commerce Presentation

Tim Zunker, the Interim Executive Director of the Shakopee Chamber of Commerce presents about the Visitors Bureau and how the Chamber represents the business community. The Chamber offers advocacy, looking at proposed bills, access, visibility, and resources. The Visit Shakopee uses tourism and destination marketing to drive economic development. The Chamber also runs a Main Street program, one of 10 nationally accredited programs in the State, which

could be an opportunity for downtown Jordan. The Chamber runs programs and events such as Leadership 2.0, Leadership Shakopee, Executive Roundtable, a golf tournament, Leadercast Shift, a womens' event, Reds, whites, and brews. These networking opportunities include member luncheons, a wake up program, Shakopee young professionals, ambassadors, and ribbon cutting. The Chamber tries to be responsive to what members want and could expand to a more regional role with Jordan. The funding for the Chamber comes from the City of Shakopee.

Dahnert asks about the membership options and cost. Zunker replies that there are different levels ranging from \$350 up to \$4,000, which offer different benefits depending on what the business would like to gain from the Chamber. Ahlbrecht asks about the Chamber's roster and the size of business members. Zunker replies that the Chamber has about 250 members, normally over 300 but it has declined with the pandemic, with a variety in sizes of businesses. Dahnert notes that the EDA may not have a formal role in the Chamber, but it is of interest as a resource for the business community and asks how the EDA can assist. Zunker asks the EDA to encourage businesses to join or let the Chamber know of possibly interested businesses, the Chamber doesn't just want to come in and sell memberships. Nikunen notes that a goal would be to have a distinct Jordan identity within the Chamber and asks if that is feasible. Zunker responds he will ask the Board next week, and there have been past discussions of a regional "coalition" of chambers. Schuh asks how that would be different from the Southwest Metro Chamber. Zunker replies that those chambers dissolve after combining, whereas the Shakopee Chamber is looking to keep distinctive city's chambers intact. Nikunen asks which businesses could benefit from a regional chamber, such as Action paintball and Sand Creek Adventures. Dahnert adds that our downtown is becoming a great hub and the Visit Shakopee website has a video on the Jordan candy store. Nikunen adds the EDA is working on another video focusing on the downtown. Dahnert is less concerned with having a separate Jordan identity within the Shakopee chamber, but asks if there could be a quarterly Jordan networking event. Zunker replies that Jordan could form a chamber net group and that the Candy store is not a Chamber member. Dahnert asks if the City of Shakopee is a Chamber member. Zunker replies yes. Dahnert asks if Jordan could join. Nikunen replies that he's not sure the City would want to join. Dahnert replies that Jordan doesn't have a Chamber, so options are limited. Schuh asks if there are Chamber members from outside of Shakopee. Zunker responds yes, there is a freight management company, and they work with Ridges, many businesses want to gain the public policy and leadership development. Nikunen notes that businesses could join multiple chambers for the advertising and networking. Dahnert is frustrated hearing that a Chamber won't be successful in Jordan. Nikunen replies that businesses in Jordan don't want a Chamber. Dahnert asks what resources are there for businesses in town. Ahlbrecht notes that there are many benefits to joining the Chamber especially for smaller businesses and asks if the City could subsidize a first year's membership for interested businesses to join the Chamber. Nelson replies that as a business owner, he sees how it would be beneficial it would be to join the Chamber. Dahnert asks if a scholarship is feasible to use EDA funds for Chamber membership. Nikunen is unsure if it is legal. Zunker responds that even identifying interested businesses to join would be useful. Nelson responds that businesses may not buy-in and show up if they aren't paying for the membership. Nikunen responds that we can share this information with Jordan businesses. Zunker replies that Chamber programming can be offered in Jordan, already they hold events at Ridges and Sand Creek Adventures. Zunker adds that Bluff Creek Boutique, which just opened a location in Shakopee, was seeing traffic from Shakopee at the Jordan store. Nikunen says they can communicate this information on the Chamber to businesses. Zunker replies he will drop off paper brochures.

C. City-Owned Lots Update

Nikunen reports that the two lots in the Whispering Meadows area was purchased by the City about 3 years ago with the intent to market to a desirable business. At the time, this was a hotel, however a hotel development never panned out. The EDA gave direction to market these lots for other developments, and a multifamily housing development expressed interest. To receive a subsidy, such as TIF or abatement, the developer would need to prove the need. Currently, they are working on updating a Maxfield research study to show the units, rates, and projected revenue and costs for a project.

Dahnert asks if the land could be sold to the developer for \$1 and no abatement or subsidy.

Nikunen replied that it's possible, but it would still need a public hearing and development agreement. Currently, the City shows interest in mixed use such as a restaurant or office space. The developer paid for City costs to write a predevelopment agreement, which holds the property for 3 months under agreement to not sell to anyone during that time. The developer will be submitting their application for subsidy soon which may involve moving the EDA meeting in May up. In general, it may be helpful to move the EDA's normal meeting time to be in between the two Council meetings to speed the process along.

Ahlbrecht agrees that the 2nd Wednesday of the month works for him. Nelson agrees. Nikunen adds that Cook often has trouble with earlier meetings so maybe moving back to 7pm would be better. Dahnert asks if the EDA can just change the meeting schedule. Nikunen replies yes.

Commissioners agree that 7pm works.

Motion by Schuh, second Ahlbrecht, to move the EDA's meeting time to the Second Wednesday of every month at 7:00pm. Vote: all ayes. Motion carried 4-0.

5.0 OLD BUSINESS

6.0 MANAGEMENT REPORT

A. General Management Updates

Nikunen reports that the final plat for Bridle Creek 10th addition was approved. The Dakota development is in talks for a development agreement. Dahnert asked if the lots in Bridle Creek would be ready this summer. Nikunen replied by June hopefully. Dahnert asked if the builders would be the same. Fuerst replied the builders haven't been announced yet. Nikunen adds there has been more interest from builders than ever before and increases the City's available lots to over 60. Dahnert asks where Bridle Creek 11th addition is and Ahlbrecht asks when the 11th addition will be ready. Fuerst responds that it is south of the townhomes and there is a phasing plan, however it can be extended. Dahnert asks when the Broadway St parking lot will start. Nikunen replies the end of April and the Old Brewery parking lot will be completed this summer as well.

B. Next Meeting- May 18, 2021

Schuh clarifies if the next meeting is May 18th or May 12th. Dahnert replies May 12th.

7.0 CITY COUNCIL MEMBER UPDATE

Schuh notes there is a lot of construction coming up. Nikunen adds there was the Roundabout groundbreaking yesterday.

8.0 COMMISSION MEMBER REPORT

Dahnert said that Representative Craig was in Jordan this weekend. Nikunen said she wanted a tour of businesses affected by the pandemic, so they went to Mousse, which opened during the pandemic and had trouble getting PPE; Delia's, who also recently opened and was ineligible for

funds; Sassy Kat Boutique, who was ineligible because there is no formal salary and no employees. A grant was submitted for an underpass to connect both sides of Jordan by Lions Park and this was shared with Craig.

9.0 ADJOURNMENT

Motion by Schuh, second Ahlbrecht to adjourn at 7:46pm. Vote all ayes. Motion carried 4-0.